FORTRESS x JA HK GREEN RETAIL WARRIOR PROGRAMME 2021

Develop Green Retail Solution
設計綠色零售方案

Dialogue with Industry Professionals
與資深行業領袖對話

Exclusive workshops in Retail, Business & Sustainability
零售、市場及可持續發展工作坊

Mentoring by FORTRESS Team
由豐澤團隊提供師友指導

FORTRESS Internship for the Champion
冠軍隊伍可獲豐澤實習機會

Application Deadline
截止報名日期
2021年3月22日
22 March 2021

About FORTRESS
關於豐澤

Programme Objective 活動目標

As a market leader, FORTRESS has always been innovative and is committed to bring customers the seamless O+O (online + offline) shopping experience with new technology solution. This year, FORTRESS & JAHK jointly launch **"Green Retail Warrior Programme 2021"** for tertiary students in Hong Kong, to unleash their creativity and develop sustainable entrepreneurship through developing innovative green retail solutions under the guidance of FORTRESS team, to live better, smarter and happier with new technology.

作爲電子產品及家庭電器零售市場上的領導者，豐澤致力不斷創新，為顧客帶來無縫的線上線下O+O購物體驗，提供新科技全面方案。今年特別與JAHK合辦「**Green Retail Warrior Programme 2021**」，邀請香港大專院校學生參與，豐澤團隊指導下，透過比賽來發揮創意並發展可持續的企業家精神，制定創新的綠色零售計劃，一起建構更優越的生活。

Programme Timeline 活動內容 *All programs will be in Cantonese 所有活動以廣東話進行

22/3/2021
Application Deadline
截止報名

April to June 四至六月
Mentorship & Business Plan Development
師友指導及制定零售計劃

Summer 2021 暑期
FORTRESS Internship for Winners
勝出隊伍於豐澤實習機會

April 四月
Kick-off Session & Workshops
啟動禮及工作坊

June 六月
Pitch Day & Award Presentation
零售計劃演講及頒獎典禮

Eligibility 參賽資格

- All tertiary students in Hong Kong are welcome to participate
- Each team should comprise of 4-5 students from the same or different institutions

- 歡迎所有香港大專院校的學生參與
- 由4至5名成員組成小組參加，成員可來自不同院校

Application Method and Enquiry 報名方法及查詢

Please complete the application form by **22 March 2021 (Mon)** stating the following content in no more than 8 presentation slides:
- Team introduction
- Aspired learnings from the program
- Expected criterion of Green Retailer

Shortlisted teams will receive notifications by 31 March 2021 (Wed). For enquiries, please contact Ms Dorothy Tsang / Mr Thomas So at 34263146 or grw.ja@jahk.org

請於**2021年3月22日（星期一）**前填妥報名表格，附以不多於八頁簡報闡述以下要點：
- 隊伍介紹
- 預期的學習成果
- 綠色零售商需具備甚麼條件

獲選隊伍將於2021年3月31日（星期三）或之前收到通知。如有查詢，請致電34263146或電郵至grw.ja@jahk.org與曾小姐或蘇先生聯絡。

Application Form
報名表格
http://bit.ly/3aVAtUn